

Message Text

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ACTION EUR-25

INFO OCT-01 ADP-00 CIAE-00 DODE-00 PM-09 H-02 INR-10 L-03

NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15 SAJ-01 NIC-01

EB-11 COME-00 TRSE-00 RSR-01 /094 W
----- 104282

R 041240 Z APR 73

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 7722

USIA WASHDC

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E. O. 11652

TAGS: PFOR UR

SUBJECT: BILATERAL PRESS PLAY

REF: MOSCOW 3228; MOSCOW 3526; MOSCOW 3533

1. BEGIN SUMMARY. IN TOUR D' HORIZON APRIL 2 MEETING AT EMB REQUEST WITH PRESS AND CULTURAL SECTION OFFICERS, MFA PRESS SECTION CHIEF Y. N. CHERNYAKOV SAW MARKED IMPROVEMENT THIS YEAR IN SOVIET MEDIA COVERAGE OF US- USSR RELATIONS AND JOINT ACTIVITIES AND CALLED FOR FURTHER COVERAGE OF US- USSR RELATIONS AND JOINT ACTIVITIES AND CALLED FOR FURTHER EFFORTS TO OVERCOME " INERTIA" OF PAST YEARS THAT LED TO KNEE- JERK ANTAGONISM. THIS REQUIRES " PATIENCE AND PERSEVERANCE" BUT WORTH EFFORT AND WILL HAPPEN IF POLITICAL BETWEEN TWO COUNTRIES, NOTWITHSTANDING IDEOLOGICAL DIFFERENCES, HE EMPHASIZED. CHERNAYKOV MADE EVERY EFFORT TO APPEAR HELPFUL ON SEVERAL WORKADAY CONCERNS FOR AMERICAN CORRESPONDENTS AS RAISED BY EMBOFFS. END SUMMARY.

2. IN TOUR D' HORIZON MEETING APRIL 2 WITH ACTING PRESS AND CULTURAL AFFAIRS COUNSELOR AND PRESS ATTACHE, MFA PRESS SECTION CHIEF Y. N. CHERNAYKOV -- AIDE F. S. FEDERENKO TOOK NOTES -- SAID SURVEY OF CENTRAL SOVIET NEWSPAPERS IN JAN- MAR 1973 SHOWED 70 PERCENT OF ALL STORIES ON US- USSR
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ACTIVITIES IMPORTANCE OF " CONSTRUCTIVE" CHARACTER OF
OFFICIAL U. S. STATEMENTS IN THIS PERIOD.

3. CHERNYAKOV CALLED FOR MORE POSITIVE REPORTING BY
CORRESPONDENTS ON BOTH SIDES ON WIDER ASPECTS OF LIFE
IN EACH COUNTRY AND PROMISED MORE COOPERATION FOR
TRIPS. HE SAW IDEOLOGICAL DIFFERENCES AS NO BAR TO
BETTER UNDERSTANDING IN THIS AREA, ADDING AS LIGHTLY AS
POSSIBLE, " WE DON' T NEED CONSTANT HARPING ON JEWS LEAVING
MOSCOW, DISSIDENTS AND ALL THAT." (FYI: LATEST TRIPS, WHICH REFLECT
OVERALL IMPROVEMENT IN TRAVEL SITUATION THIS YEAR, INCLUDE VISITS
TO PALEKH- IVANOVA MARCH 28-30 (SEVERAL CORRESPONDENTS. UPCOMING
TRAVEL
TO
TBILISI- YEREVAN (SEEGER), AND APPROVAL OF FROMSON VISIT TO KAMA
VEHICLE FACTORY.)

4. QUESTIONING 70 PERCENT FIGURE OF CHERNAYKOV, EMOBFFS
POINTED OUT HEAVILY NEGATIVE PLAY BY SOVIET MEDIA ON
STORIES LIKE WOUNDED KNEE AND OTHER LESS NEWSWORTHY SUBJECTS,
RESULTING IN CONTINUED DRUMBEAT OF CRITICAL COMMENTARIES ON SOCIAL
PROBLEMS IN U. S. WITHOUT FACTUAL REPORTING OF
ACCOMPLISHMENTS OR ONGOING PROGRAMS. CHERNAYKOV AGREED ON
NEED TO PROVIDE MORE BALANCE, WITH WIDER- RANGING REPORTING,
STATING THAT " PATIENCE AND PERSEVERANCE" WERE NECESSARY TO
REPLACE " INERTIA" OF PREVIOUS YEARS THAT LED TO
KNEE- JERK ANTAGONISM. JUST TODAY, HE SAID IN UNWITTING
INSIGHT INTO RANGE OF PRESS SECTION RESPONSIBILITIES, HE
CALLED IZVESTIYA' S FOREIGN EDITOR TO COMPLAIN ABOUT PRO-
COMMON MARKET ANTI- US ANGLE MARCH 31 COLUMN ON BALANCE OF
PAYMENTS PROBLEMS.

5. IN CALLING FOR CONTINUED IMPROVEMENT OF REPORTING AND
RELATIONS ON ALL FRONTS, CHERNYAKOV AT ONE POINT EMPHASIZED
NEED " TO TALK, TO REASON TOGETHER." WHERE GREAT POLICY
DIFFERENCES EXIST BETWEEN US AND USSR, AS IN MIDDLE EAST,
HE SAID, IT DIFFICULT TO AVOID CRITICISM BUT HOPEFULLY WE
CAN PULL TOGETHER MORE IN SUCH AREAS.

6. EMOBFFS RAISED SEVERAL WORKADAY CONCERNS OF RESIDENT
U. S. PRESS: OCCASIONAL COVERAGE DIFFICULTIES,
ESPECIALLY OF INTERNATIONAL EVENTS SPONSORED BY STATE COMMITTEE
ON SPORTS; NO MEMBERSHIP OR MORE THAN OCCASIONAL USE OF
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FACILITIES IN HOUSE OF JOURNALISTS; DESIRE TO DO MORE
TO COVER US- USSR JOINT WORKING GROUPS. CHERNYAKOV PROFESSED
SYMPATHY
ON ALL COUNTS AND PROMISED TO DO ALL POSSIBLE TO HELP.
ALL SECTIONS OF GOVERNMENT AGREE ON NEED FOR INTERNATIONAL
PRESS CENTER, HE SAID, BUT FINANCING AND LOCATION UNRESOLVED,
ALTHOUGH NEW TASS BUILDING A FUTURE POSSIBILITY.

ZUM PARTING MENTION OF GENRIKH BOROVIK ARTICLE IN LATEST
NOVY MIR (" HOW I WAS CORRESPONDENT FOR ESQUIRE") IN LIGHT
POSSIBLE ASSIGNMENT OF U. S. CORRESPONDENT ON MAJOR STORY
FOR RUSSIAN PUBLICATION BROUGHT RESPONSE OF NO OBJECTION.
(AIRGRAM FOLLOWS.)

8. COMMENT: CHERNYAKOV MADE EXTRA EFFORT ON EVE ACTING
COUNSLEOR'S TRIP TO WASHINGTON TO EMPHASIZE POSITIVE
ASPECTS RECENT PRESS PLAY AND PUSH FOR MORE OF SAME FROM
U. S. SIDE WHILE HOLDING OUT PROMISE OF SIMILAR REACTION
FROM RUSSIAN REPORTAGE. WHILE GENEROUS PERCENTAGE MUST
BE DISCOUNTED AS WINDOW DRESSING, MORE HELPFUL APPEARANCE
EXHIBITED
BY HIM PLUS RECENT TRIP APPROVAL AND COOPERATION FOR PRESS
SESSIONS AT SIGNING OF AIR POLLUTION AND WATER POLLUTION
PROTOCOLS SEEM TO INDICATE WILLINGNESS TO ASSES MORE REALISTI-
CALLY CORRESPONDENTS NEEDS. TWO EXCEPTIONS TO OVERALL
STRIVED- FOR TONE OF REASONABLENESS (PEIPERT AND AXELBANK --
REFTEL MOSCOW 3228) HAVE BEEN CHARACTERIZED AS PERSONAL CASES,
WITH AXELBANK SITUATION ALSO RELATED TO PAST TROUBLES
WITH NEWSWEEK. BOTH MEN DUE OUT BY SUMMER.

9. FOR LOOSENING OF GENERALLY CRITICAL REPORTING ABOUT
U. S., DEEDS MUST TELL TALE BUT CURRENTLY CAN NOTE REFTELS
MOSCOW 3526 AND 3533 , AND EVEN OCCASIONAL STRICTLY HUMAN
INTEREST STORY AS IN MARCH 30 NEW TIMES ON ALL WOMEN
FIREMEN CREW N TEXAS.
DUBS

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts:
Control Number: n/a
Copy: SINGLE
Draft Date: 04 APR 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: morefirh
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973MOSCOW03696
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730433/aaaahprx.tel
Line Count: 155
Locator: TEXT ON-LINE
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 73 MOSCOW 3228, 73 MOSCOW 3526, 73 MOSCOW 3533
Review Action: RELEASED, APPROVED
Review Authority: morefirh
Review Comment: n/a
Review Content Flags:
Review Date: 25 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25-Sep-2001 by smithrj>; APPROVED <29-Nov-2001 by morefirh>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971126
Subject: BILATERAL PRESS PLAY
TAGS: PFOR, UR, n/a
To: EUR
SECSTATE WASHDC
USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005